



FACTORS INFLUENCING ATTRACTION OF PASAR TANI:
A CASE STUDY OF PASAR TANI MITC MELAKA

ZULFADHLI BIN ZAINORIN
2006858765

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
CAWANGAN BANDARAYA MELAKA

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The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
UiTM Kampus Bandaraya Melaka
Off Jalan Hang Tuah
75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Enclosed herewith is the project paper titled **“Factor Influencing Attraction of Pasar Tani: A Case Study of Pasar Tani MITC Melaka”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you,

Yours sincerely,

ZULFADHLI BIN ZAINORIN
2006819403
Bachelor of Business Administration (HONS) Marketing

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ABSTRACT

The purpose of this research is to study the factors influencing attraction of Pasar Tani. This research is carried out regarding the shutdown of Pasar Tani MITC Melaka. Therefore the research is done to identify several reasons that might cause the problem. The factors such as product price, product variety, level of competitiveness and the emergence of supermarket is studied. Pasar Tani is developed to benefit both local farmers and the consumers because farmers could sell at better price and the consumers could buy at a reasonable without the markup priced by middlemen. However, problems still occurs and farmers made less profit until FAMA has decided to close the Pasar Tani.

In this study, the researcher distributed 50 questionnaires to the consumers of Pasar Tani MITC. The finding shows that the attraction of Pasar Tani is low, where the price of fresh products unattractive. Furthermore, the high competition in the area makes the level of competitiveness of Pasar Tani low. Besides that, the emergence of supermarkets has somehow affect the consumers buying behavior from buying at Pasar Tani to buying at supermarkets. Lastly, there are recommendations and suggestions developed on how to improve the attraction of Pasar Tani.

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